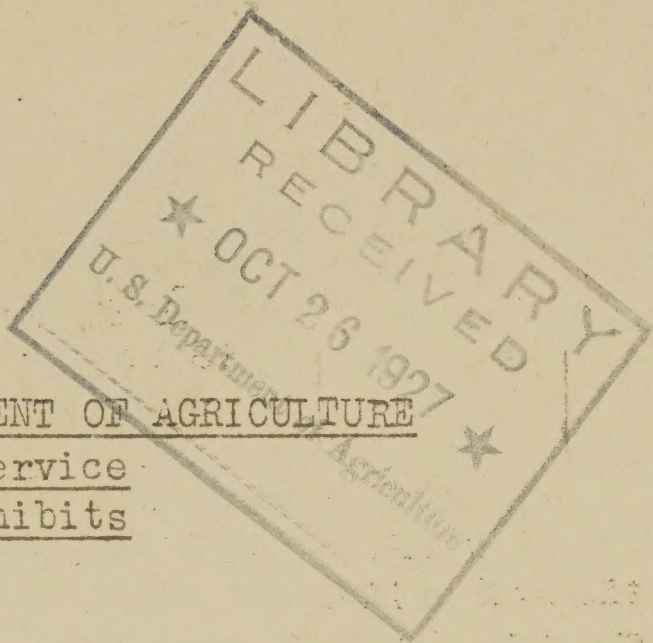


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

AA Summary of the Exhibit.

RANGE CATTLE

A scenic booth exhibit showing, by the aid of an automatic stereopticon, how good management of range and cattle pays.

SPECIFICATIONS

Floor space required ----- width-- 11 ft
depth-- 7 ft

Wall space required ----- None

Shipping weight ----- 955 lbs.

Electrical requirements:

110 volt A.C. or D.C. Current for
1/16 H.P. motor - 400 watts needed
for lights.

RANGE CATTLE (Range Program No.2)

How It Looks

Looking through the open door of a representation of a living room one can see a painted, life-size cutout of a rancher comfortably seated in his "office" watching a screen upon which is being presented, by an automatic stereopticon, "The Rancher's Vision" in six parts. The information shown on the screen includes many of the more important things that the rancher should do if he desires to be successful in the management of his ranch and cattle.

Upon the walls of the "Living room" are six painted photographic scenes of cattle on the range which add to the attractiveness of the exhibit.

What It Tells

Part I of this story makes an appeal for a larger number of calves per number of cows kept and a more uniform calf crop. This is to be accomplished by keeping the breeding herd in thrifty condition with plenty of range forage and supplemental feed and water; by selecting cows and purebred bulls of suitable age and a definite type; by providing at least one bull for every 20 cows with good distribution of the bulls; by culling and shipping non-breeders, old, off-color, and undersized cows; and by breeding to have the calves of uniform age.

Part II urges the rancher to keep his young stock undergoing a steady development, by providing sufficient feed to insure growth at all times and additional feed and shelter for the calves in severe weather; by providing adequate and readily accessible water; and by

keeping young heifers from bulls until of breeding age.

Part III considers the range forage that is so essential for economical production and recommends that cattle be withheld from the range until the forage has a good start; that care be taken to prevent overgrazing, with the consequent range deterioration and poor cattle; that the cattle be distributed uniformly by salting and riding; and that grazing be deferred until fall on some part of the range each year. One illustration contrasts two areas separated by a fence, on one side of which deferred grazing has been practiced.

Part IV calls attention to some of the death losses that drain the profits. Those mentioned are losses due to herds too large to be properly cared for and fed; losses due to disease, poisonous plants such as larkspur and roots of water hemlock (both of which are shown in colored illustrations), and losses due to overloading cars.

Some marketing advice is given in Part V. Typical feeder steers of the three grades in greatest demand, fancy of No. A-1, choice of No. 1, and good or No. 2, are shown. A chart is reproduced showing that most range cattle go to market in August, September, October, and November, and that therefore it may pay to market either before or after this heavy movement whenever possible. Furthermore, certain markets specialize on certain grades of cattle, so it behooves the rancher to learn the markets by making use of the daily market information broadcast by the U. S. Department of Agriculture by radio, mail and telegraph.

The story is completed by Part VI which points out that by keeping ranch records the range cattleman can eliminate those practices that do not pay and choose only those that give promise of being profitable.

Where to Get Information

For further information write to the U. S.
Department of Agriculture, Washington, D.C.
